Reconsideration of this application is respectfully requested. The independent claims have been amended to more clearly recite that a reward threshold is a profile setting established by a user. These amendments are supported by the specification as filed. Accordingly, no new matter is added.

The Objections to claims 17, 19, 20 and 23 are unwarranted. The Examiner is respectfully requested to remove the objections.

In the Office Action, the Examiner objects to claims 17, 19, 20 and 23 for various informalities. Specifically, the Examiner states, "it is rather unclear how the user can adjust the reward threshold, especially since the reward or compensation is provided by the third party advertiser…" Applicants submit that one skilled in the art **who has read Applicants' specification** will understand that one aspect of Applicants invention involves enabling a user (sometimes referred to as a customer) to customize the way in which the user receives advertisements. One way this is accomplished is by enabling a user to set, for various advertisements, a reward threshold, which is essentially a bid that is set by the user. For instance, paragraph [0035] beginning on page 31 of Applicants' specification clearly states:

> Also, the consumer may set a reward threshold in cash, minutes, or some other unit of reward currency. The threshold is essentially a bid for the interruption of the advertisement. Any merchant willing to meet that bid threshold will pay the bid to the consumer in exchange for sending the advertisement.

Accordingly, Applicants submit claims 17, 19 and 20 are not ambiguous and would be understood by one skilled in the art who has read Applicants' specification.

With respect to claim 23, it will be understood by those skilled in the art, who have read Applicants' specification, that a user (who receives advertisements) is allowed to establish a maximum number of messages that the user is willing to receive. Accordingly, the user is allowed to determine, "the maximum number of messages allowed to be sent to said user within a designated time frame," as claimed in claim 23. Applicants submit that, in view of Applicants' specification, there is nothing unclear or ambiguous about claim 23.

Claims 1-12 and 14-43 are not anticipated by Goldhaber, U.S. Patent No. 5,794,210, under 35 U.S.C. 102(e), because Goldhaber does not disclose or suggest a user-established setting for a reward threshold.

Independent claims 1, 2 and 35 recite a user-established setting for a reward threshold. As described in Applicants' specification, a reward threshold is a bid for the interruption of an advertisement.

The reward threshold is established or determined by the user, thereby enabling the user to determine the minimum reward he or she is willing to receive in exchange for viewing an advertisement that meets requirements set forth in the user's profile. Moreover, claims 1, 2 and 35 have been amended to more clearly indicate that advertisements are provided based on the user-established settings for the rewards thresholds.

Goldhaber does not disclose or suggest enabling a user to establish or set a rewards threshold. According to Goldhaber, an advertiser establishes a virtual "price tag" for "negatively priced information" such as an advertisement. Accordingly, the advertiser (not the user) establishes or determines the amount of a reward (e.g., the virtual "price tag" associated with an ad), if any. A user is then allowed to determine whether he or she is willing to accept a reward in the amount equal to the virtual "price tag" (which is established by the advertiser) in exchange for viewing the advertisement. (See e.g.,Col. 10, Lines 39-57.) Because Goldhaber does not disclose or suggest allowing a user to establish a reward threshold as part of a user profile, Goldhaber does not anticipate claims 1, 2, or 35, or the dependent claims, claims 3-12, 14-34, and 36-43.

Dedrick, U.S. Patent No. 5,724,521, discloses a system by which advertisers are charged a fee that is determined by how well the characteristics of a group of users match a set of desired characteristics associated with an ad. Dedrick does not disclose or suggest enabling a user to set user-established settings for rewards thresholds. Consequently, Dedrick does not anticipate claims 1-12 and 14-43.

Lillebridge, U.S. Patent No. 5,724,521, relates primarily to a method for determining whether an automated agent is operating at a client on behalf of a user. Lillibridge does not disclose or suggest enabling a user to set user-established settings for rewards thresholds. Consequently, Lillibridge does not anticipate claims 1-12 and 14-43.

Reconsideration of the application, in light of the above amendments and remarks, is respectfully requested. Please charge any deficiencies of fees associated with this communication to Deposit Account 19-3140.

Respectfully submitted,

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Dated: December 18, 2006   /Nathan Elder/
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